RJ Reynolds Tobacco Company

T. R. Scott
Account Manager

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Sent via FAX
pg 1 of 10

May 6, 1996

To: *All Division / Retail Managers*
All Sales / Retail Reps
With Friendly Services CID # 2675-00-00

Subject: ***1996 Retail Partners Program***

Dear Managers and Reps,

Christine Hogan, buyer for Friendly Services has accepted the 1996 RJR Retail Partners program.

Attached please find outlined details pertaining to each location and plan-o-grams. Light thiefs will be ordered to each location.

Please begin implementation upon receipt of this letter.

Sincerely,

Theresa
T. R. Scott
Account Manager

TRS/pnp
96Cont.doc

Attachments

Sales		Retail	
1221		1222	2 2
1222	5, 8, 9	1223	
1223		1226	
1224		1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

51847 7246

Source: https://www.industrydocuments.ucsf.edu/docs/lfhy0000

SIS #	Name	Location
760512	Friendly Citgo • Maintain Current RJR rack • Add 1 RJR rack 1 tray; 8 facings • Add Dorals to spring load • Place light thief	Danbury Rd. New Milford, CT
768360	Friendly Citgo # 23 • Maintain current RJR rack • Add 1 RJR rack 1 tray; 8 facings • Add Dorals / Monarch to spring load • Place light thief	351 Main St. Danbury, CT
820123	Friendly Texaco • Maintain current RJR rack • Add Savings display; 24 facings • Place light thief	2515 Black Rock Tpke Fairfield, CT
820697	Friendly Mobil • Maintain current RJR rack • No Savings from any company are displayed	27 Tamarack Danbury, CT
768359	• Maintain current RJR display • Add 1 RJR display 1 tray; 8 facings • Add Savings display Back bar • Place light thief	1096 Post Rd. Fairfield, CT
768055	Citgo • Maintain current RJR display • Mechandise Doral / Monarch in spring load • Place light thief	308 Main Ave. Norwalk, CT
469384	Secondi Truck Stop • Maintain current 2 (RJR displays) Full Price • Maintain RJR Savings display • Place light thief	I 95 North Milford, CT
768153	Consumer Sunoco • Maintain current RJR display • Merchandise Doral / Monarch on spring load	151 S. Main St. Newton, CT

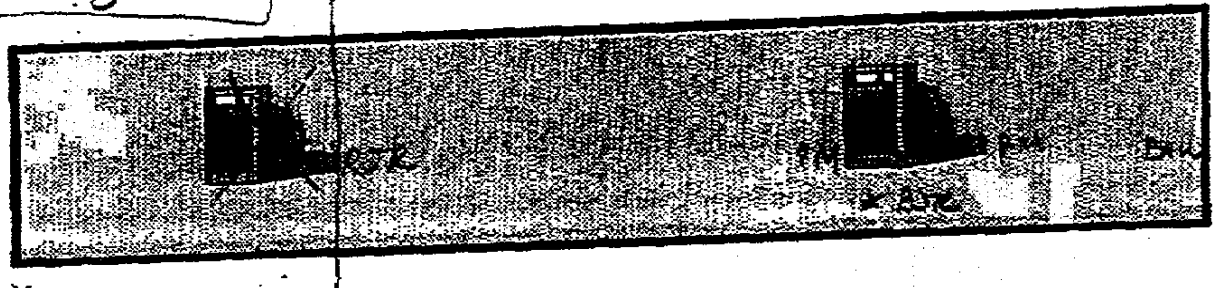
Source: https://www.industrydocuments.ucsf.edu/docs/lfhy0000

FRIENDLY'S
351 MAIN ST Ashbury
store mgr Michael

CARTON FIXTURE

pm SPRING LOAD SAVings brand

pm OLD style OVERHEAD COUNTER MOUNT



plenty room

* could go

* add generics to springload
* add lipstick sign

4/23/96

Full Price | Mid Price | Low Price | Promo | Pk March | Misc

suggestions
* NEW overhead? Lighted sign
* NO BACK BAR / will count springload

05/06/95 11:21 R.J. REYNOLDS TOB. CO. E WINDSOR 003

51847 7248

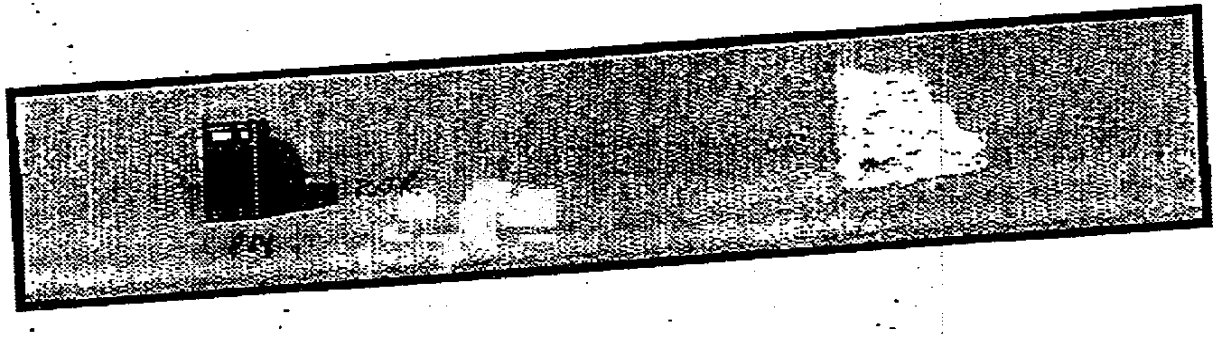
Source: https://www.industrydocuments.ucsf.edu/docs/lfhy0000

3/15/96

FRIENDLY Citgo
FAIRFIELD (BLACKROCK TURNPIKE)

PM OVERHEAD

Back bar generic display Monarch + Decal



4/29/96
Theresa Scott
Chris Hoy

add
* Lighted sign

Full Price | Mid Price | Low Price | Promo | Pk Merch | Misc

05/06/96 11:21 R.J. REYNOLDS TOB. CO. E WINDSOR 004

51847 7249

Source: https://www.industrydocuments.ucsf.edu/docs/lfhy0000

Full Price
Mid Price
Low Price
Promo
Plc Merch
Misc

* No smoking visible from Hwy Company

Friendly Service Cigo
29 Tamarack Amsbury

PMarlboro

PM Virginia

Source: https://www.industrydocuments.ucsf.edu/docs/lfhy0000

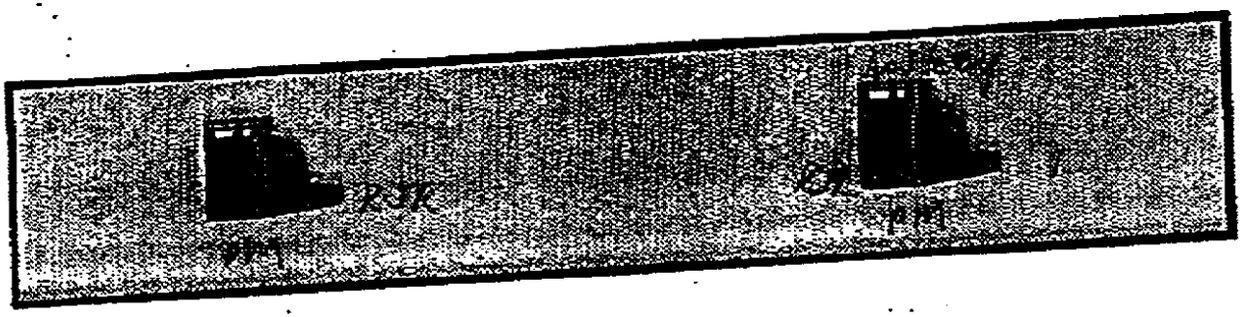
Source: https://www.industrydocuments.ucsf.edu/docs/ltny0000

3/15/96

FRIENDLY Citgo #27
POST ROAD

BACK BAR SAVINGS

PM OVERHEAD



*LIGHTED SIGN

4/23/96
Doreen Scott

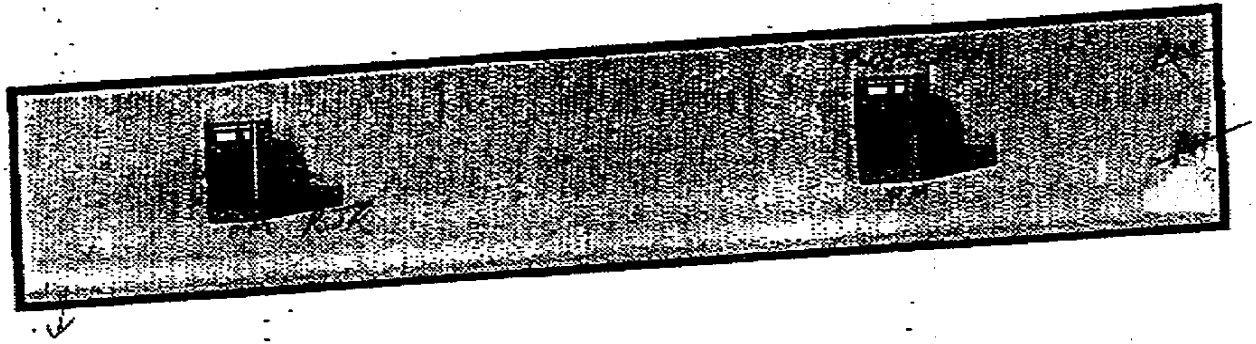
Full Price | Mid Price | Low Price | Promo | Pk Merch | Misc

05/06/96 11:23 R.J. REYNOLDS TOB. CO. E WINDSOR 005

51847 7251

NORWALK

SPRINGLOAD GENERIC



[redacted]

add lighted sign
add swings to springload

4/23/96

Eileen Scott

Full Price | Mid Price | Low Price | Promo | Pk Merch | Misc

05/06/96 11:24 R.J. REYNOLDS TOB. CO. E WINDSOR 007

51847 7252

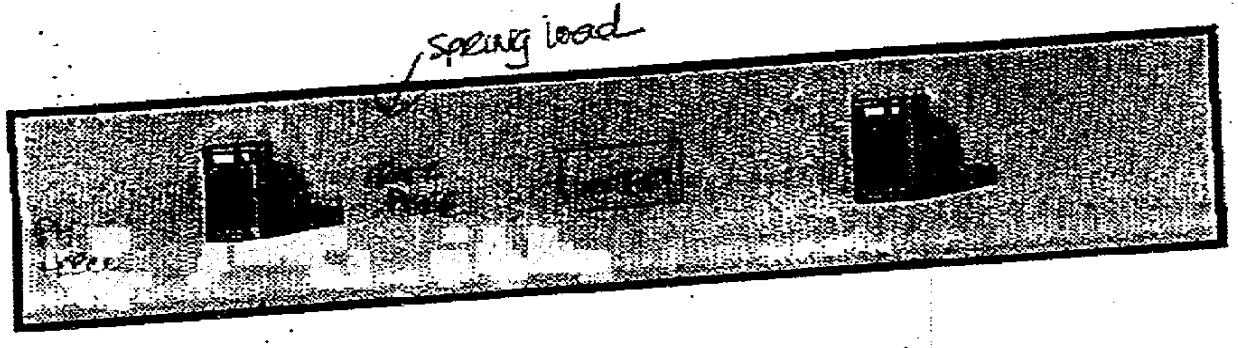
Source: https://www.industrydocuments.ucsf.edu/docs/lfhy0000

Full Price
Mid Price
Low Price
Promo
Pk Merch
Misc

51847 7253

Source: https://www.industrydocuments.ucsf.edu/docs/lfhy0000

#51 S MAIN ST Newtown Ct.



4/23/96

Marlboro a is
+ add lefest sys

Full Price | Mid Price | Low Price | Promo | Pk Merch | Misc

05/06/96 11:25 R.J. REYNOLDS TOB. CO. E WINDSOR 009

51847 7254

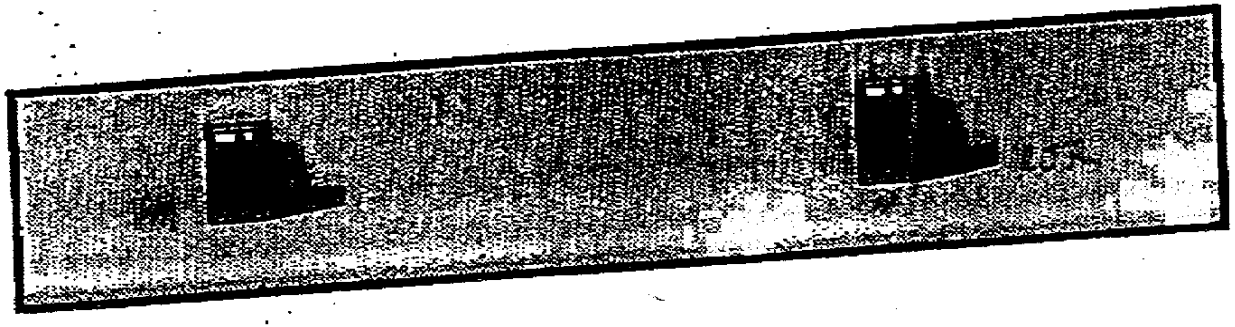
Source: https://www.industrydocuments.ucsf.edu/docs/lfhy0000

FRIENDLY'S
NEW MILFORD

PM OVERHEAD

Springload
MONARCH
BASE
6 PK

Count
AS
SAVINGS
Display



① 2ND Footprint replace Kool Rack
② merchandise Monarch/Base on springload
③ add lighted sign

4/23/96

Doreen Scott

Full Price | Mid Price | Low Price | Promo | Pk Merch | Misc

05/06/96 11:26 R.J. REYNOLDS TOB. CO. E WINDSOR 010

51847 7255

Source: https://www.industrydocuments.ucsf.edu/docs/lfhy0000